

**Woodbury University School of  
Business and Management**

**Self-Study Report**

to the

**Association of Collegiate Business  
Schools and Programs**

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President

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Vice President, Academic Affairs and Dean of Faculty

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Requesting Accreditation for the School of Business and  
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Submitted April 20, 1998

# APPENDIX F

Table 6 (1 of 3)

## FACULTY QUALIFICATIONS, PART-TIME FACULTY MEMBERS

Faculty Member	Year of Initial Appt	Highest Degree		Assigned Teaching Discipline(s)	Prof. Cert.	Level of Qualification	Tenure <sup>1</sup>
		Type	Discipline				
Anding, H.	1995	JD	Law	Accounting	CPA	Doct.	No
Angle, S.	1997	MBA/ABD	Marketing	Int'l Econ.		Prof.	No
Arcilla, R.	1998	BA	CIS	CIS		Minimally	No
Benitez, F.	1998	MBA	Bus. Admin.	CIS		Prof.	No
Bennington, R.	1997	JD/MBA/ MA	Law/Economics	Economics		Doct.	No
Benson, F.	1989	Ph.D.	Management	Accounting	CPA/CMA	Doct.	No
Binder, D.	1998	MBA	Int'l Bus.	Int'l Bus.		Prof.	No
Black, D.	1991	MBA	Bus. Admin.	CIS		Prof.	No
Branin, J.	1982	MBA	Bus. Admin., Finance	Finance, Management	CFP	Prof.	No
Briant, R.	1989	MA	Education / Computer	CIS		Prof.	No
Callahan, F.	1989	MS	Accountancy	Accounting	CPA	Prof.	No
Charnay, J.	1990	JD & MS	Law, Journalism	Management, Marketing		Doct.	No
Choi, I.	1994	Ph.D.	Economics	Economics		Doct.	No
Davis, E.*	1988	BA	Economics	Fashion Marketing		Minimally	No
Dooley, B.	1989	MBA/MS	Bus. Admin.	CIS		Prof.	No
Duffy, T.	1986	JD	Law	Business Law		Doct.	No
Faraone, T.	1998	MA	Merchadising / Marketing	Fashion Marketing		Prof.	No
Fisher, J.	1990	Ph.D./MA	Amer. Gov't, Int'l Law, Comp. Govt.	Int'l Law		Doct.	No
Fitzgerald, J.	1983	MA	English	Bus. Comm.		Prof.	No
Foster, J.	1988	MBA	Business Administration	Management, Marketing		Prof.	No
Ginepra A.	1991	MBA	Bus. Admin.	Marketing		Prof.	No
Gleiter, J.	1989	MBA	Bus. Admin., Finance	Quantitative/ Technology	PE	Prof.	No
Green, G.	1993	MA	Administration	CIS		Prof.	No
Greenberg, H.	1995	BS	Bus., MIS	CIS Intro/Program		Minimally	No
Habib, G.	1998	MS	Taxation <sup>2</sup>	Accounting	CPA	Prof.	No
Heineman, J.	1994	MHR	Human Resources	Human Resources		Prof.	No
Kang, S.	1998	MS	Systems Eng. & Comp. Systems	CIS		Prof.	No
Khan, R.	1994	DBA/ MBA	Management / Bus. Admin.	Management / IB		Doct.	No
Lieberman, W.	1991	Ph.D.	Psychology	CIS		Doct.	No

\* See Attached

<sup>1</sup> Woodbury University does not grant tenure.<sup>2</sup> Master of Business Taxation<sup>3</sup> Master of International Management

Table 6 (2 of 3)

## FACULTY QUALIFICATIONS, PART-TIME FACULTY MEMBERS

Faculty Member	Year of Initial Appt.	Highest Degree		Assigned Teaching Discipline(s)	Prof. Cert.	Level of Qualification	Tenure <sup>1</sup>
		Type	Discipline				
Liebl, H.	1996	Ph.D.	Economics	Finance		Doct.	No
McCracken, H.	1998	JD	Law	Law & Ethics		Doct.	No
McGuckian, D.	1992	MBA	Bus. Admin., Finance	CIS		Prof.	No
Miller, M.	1998	MBA	Business	Entrepreneurship		Prof.	No
Mohiuddin, Q.	1997	Ph.D./ MS	Mgmt./Fin./ Dev. Planning	Management / IB		Doct.	No
Moore, S.	1997	Ph.D.	Economics	Finance		Doct.	No
Mullady, L.	1997	MA	Ed. Computing	CIS	IM	Prof.	No
Murphy, F.*	1987	BBA	Bus. Admin.	Accounting	CPA	Minimally	No
Natoli, V.	1997	MBA/ABD	Human Resources	Human Resources		Prof.	No
Nettles, C.	1997	MA	Political Science	Social & Polit. Envir. of Bus.		Prof.	No
Newhoff, R.	1990	BA	Mathematics	CIS: Intro/Program		Minimally	No
Nolan, K.	1991	MBA	Bus. Admin.	Management, Finance		Prof.	No
Persip, G.	1997	MS	Neuropsychopharmacology	CIS		Prof.	
Raye, R.	1971	MBA	Accounting, Bus. Admin.	Accounting	CPA	Prof.	No
Reed, P.*	1987	BS	Psychology	CIS		Minimally	No
Ricci, D	1997	MBA	Finance	Marketing		Prof.	No
Sahu, K.	1997	Ph.D.	Indust.Engin./ Oper.Research	Quantitative Methods		Doct.	No
Sangeladji, M.	1981	Ph.D.	Accounting	Accounting	CPA/CMA	Doct.	No
Schulman, S.	1994	MBA	Bus. Admin.	Marketing		Prof.	No
Sekerak, R.*	1997	BS	Bus. Admin. /Accounting	Accounting	CPA	Minimally	No
Shah, S.	1988	MIM <sup>3</sup>	Bus. Admin., Marketing	Management, Marketing, International		Prof.	No
Song, X.	1995	ABD	Economics	International Finance		Prof.	No
Stillwell, K.	1996	MPA	Public Admin.	Human Resources		Prof.	No
Taheri, H.	1986	MBA	Bus. Admin., Finance	Accounting	CPA	Prof.	No
Terr, V.	1995	JD	Law	Business Law		Doct.	No
Tripuraneni, R.	1994	Ph.D.	Marketing	Marketing		Doct.	No
Turk, W.	1988	MS	Administration	Management		Prof.	No

\* See Attached

<sup>1</sup> Woodbury University does not grant tenure.<sup>2</sup> Master of Business Taxation<sup>3</sup> Master of International Management

Table 6 (3 of 3)

**FACULTY QUALIFICATIONS, PART-TIME FACULTY MEMBERS**

Faculty Member	Year of Initial Appt.	Highest Degree		Assigned Teaching Discipline(s)	Prof. Cert.	Level of Qualification	Tenure <sup>1</sup>
		Type	Discipline				
Walker, B.	1989	MA	Political Science	Real Estate Fin./Mgmt.	RE/ Ins. Broker	Prof.	No
Weidlich, A.	1998	MBA	Bus. Admin.	CIS		Prof.	No
Wilburn, S.	1995	MBA	Bus. Admin., Finance	Finance, International Bus.		Prof.	No
Windsor, M.	1997	MBA	Business Administration	Management		Prof.	No
Yamauchi, R.	1989	MBT <sup>2</sup>	Accounting	Accounting	CPA	Prof.	No
Yudelson, J.	1998	MS/MBA	Org.Behv./Inter. Mrkt.	Bus. Comm.		Prof.	No

\* See Attached

<sup>1</sup> Woodbury University does not grant tenure.

<sup>2</sup> Master of Business Taxation

<sup>3</sup> Master of International Management

## **Rationale for Hiring Minimally Qualified Faculty**

In certain instances minimally qualified, rather than professionally or doctorally qualified, faculty are hired to teach business-related courses. This is neither an oversight on the part of the School of Business and Management nor a convenience to the administration. Selecting faculty who are highly qualified business and industry experts--men and women who have put their energies into becoming experts in their fields--to teach practice-related courses is in keeping with mission of the university to offer our students a hands-on, relevant, practical education.

Please note that although a few minimally part-time faculty are hired, the greater concern of the School of Business is to maintain the highest standards of academic pedagogy including hiring instructors who are doctorally or professionally qualified. In no instance is a minimally qualified part-time instructor hired to teach a course in which theoretical, research-related, advanced problem solving or synthesis of advanced material is covered. In those courses, doctorally qualified and professionally qualified faculty are hired because of their formal training in how to teach these advanced levels of learning.

**Accounting.** Frank Murphy, CPA, teaches AC 410 Auditing. Mr. Murphy is a retired audit partner of Coopers & Lybrand L.L.P., who continues to consult with his former company. He also consults with the California State Board of Accountancy in investigations of failed audits. In addition to sharing his expert knowledge about auditing with students, he serves as a role model for those who want to join a prestigious international accounting firm.

Rodney Sekerak, CPA, was hired to teach AC304-305 in the weekend program. He brings to the classroom a wealth of practical, professional experience and excellent teaching credentials. His experience includes high-level accounting position with Cooper and Lybrand, the Bellflower (California) Unified School District, KRI Communications, and the U.S. Air Force. His varied experience is an asset to a program that offers a practical, professional education to working adult students.

**Computer Information Systems:** The opportunity to secure faculty such as Pat Reed, Director of Information Systems at Disney, to teach Computer Information Systems courses allows students to benefit from cutting-edge industry technology which otherwise

would be unavailable. CIS particularly benefits from hiring part-time instructors to teach programming courses from leading local businesses--instructors who come to us trained in technology far ahead of what the university alone can provide.

Raymond Arcilla was employed to teach a hands-on hardware course in which students build their own PCs and learn basic theory about how components work. Extensive attempts to find qualified instructors with hands-on knowledge and at least a Master's degree were unsuccessful at the time the course had to be staffed. Mr. Arcilla has nine years experience at managerial levels in the appropriate part of the field, so he was a strong choice from the point of view of course content.

Harris Greenberg and Robert Newhoff were hired to do introductory programming courses. It has been our experience that practitioners in programming do much better than theoreticians with beginning programming courses. This has been reflected in superior student evaluations for both of these instructors. Mr. Newhoff has sixteen years professional experience as a programmer and programming manager. Mr. Greenberg has seventeen years professional experience as a programmer, systems analyst, and project manager in a cutting edge environment at Disney. Although Mr. Greenberg's tenure at Woodbury was positive, he will not be a part-time instructor after the current year.

**Fashion Marketing.** Emily Davis teaches lower-level, technically-oriented courses in Fashion Marketing. She not only brings many years of outstanding fashion industry experience to the classroom but brings contacts in the field that translate into internship and future employment opportunities for our students. Given that the Department of Marketing, under which Fashion Marketing is housed, has only one full-time faculty who also serves as the department chair, such business outreach possibilities acquired through part-time faculty become all the more crucial to the well-being of the program. To maintain both University and ACBSP standards, Ms. Davis enrolled in an MBA program and will earn her degree in December, 1998.

Table 7 (1 of 4)

**FACULTY CREDIT HOUR PRODUCTION**

Faculty Members	Total Student Credit Hours in Business Program											
	Fall '97 Semester			Spring '98 Semester			Qualification Level Undergraduate			Qualification Level Graduate		
	UG	Grad	UG	Grad	UG	Grad	Doct.	Prof.	Other	Doct.	Prof.	Other
<b>FULL-TIME</b>												
Afshar, T.	165		90	33	255		33					
Dhiman, S.	24	81		114	24		195					
Gendel, E.	162		276		438							
Kaigler-Walker, K.	28	15		33	28		48					
King, R.				1							1	
Myers, J.	106		62	63				168			63	
Richman, M.	39	42	42	12				81			54	
Saba, A.	273		279		552							
Schultz, R.	105		27	33	132		33					
<b>PART-TIME</b>												
Anding, H.	171		123		294							
Angle, S.			21					21				
Arcilla, R.			36						36			
Benitez, F.			24					24				
Bennington, R.	33		21		54							
Benson, F.		129		75						204		
Binder, D.			3					3				
Black, D.	18	87	108					126			87	
Branin, J.	27		96					123				
Briant, R.	63	39	24	126				87			165	
Callahan, F.	68		60					128				
Charnay, J.			69				69					

Table 7 (2 of 4)

**FACULTY CREDIT HOUR PRODUCTION**

Faculty Members	Total Student Credit Hours in Business Program											
	Fall '97 Semester		Spring '98 Semester		Qualification Level Undergraduate			Qualification Level Graduate				
	UG	Grad	UG	Grad	UG	Prof.	Other	Doct.	Prof.	Other	Other	
Choi, I.	69	51	9	93	78				144			
Davis, E.	64		69				133					
Dooley, B.	64					64						
Duffy, T.	48				48							
Faraone, T.			80			80						
Fisher, J.		27						27				
Fitzgerald, J.	93	48				93				48		
Foster, J.	105		108			213						
Ginepra, A.	87		27			114					39	
Gleiter, J.		39										
Green, G.			42			42						
Greenberg, H.	44		27				71					
Habib, G.			112			112						
Heineman, J.		18	66			66				18		
Kang, S.			42			42						
Khan, R.		33		30					63			
Lieberman, W.	36	69	45		81				69			
Liebl, H.		48							48			
McCracken, H.			33		33							
McGuckian, D.	57		48			105						
Miller, M.			12			12						
Mohiuddin, Q.	21	42			21				42			
Moore, S.		45	9	90	9				135			

Table 7 (3 of 4)

**FACULTY CREDIT HOUR PRODUCTION**

Faculty Members	Total Student Credit Hours in Business Program											
	Fall '97 Semester			Spring '98 Semester			Qualification Level Undergraduate			Qualification Level Graduate		
	UG	Grad	UG	UG	Grad	UG	Prof.	Other	Doct.	Prof.	Other	Other
Mullady, L.	72						72					
Murphy, F.	30							30				
Natoli, V.	39						39					
Nettles, C.	78		90				168					
Newhoff, R.			76					76				
Nolan, K.	39		18				57					
Persip, G.	45						45					
Raye, R.	30		27				57					
Reed, P.	63		84	3				147				3
Ricci, D.		18										18
Sahu, K.		93		108					201			
Sangejadji, M.		60		27					87			
Schulman, S.	174		120				294					
Sekerak, R.	28		24					52				
Shah, S.	42	36	57				99					36
Song, X.		36		33								69
Stillwell, K.			54				54					
Taheri H.	76		88	84			164					84
Terr, V.	48		84					132				
Tripuraneni, R.		123	36	75				36				198
Turk, W.	36		114				150					
Walker, B.	51		48	27			99					27
Weidlich, A.			27				27					

Table 7 (4 of 4)

**FACULTY CREDIT HOUR PRODUCTION**

Faculty Members	Total Student Credit Hours in Business Program										
	Fall '97 Semester		Spring '98 Semester		Qualification Level Undergraduate			Qualification Level Graduate			
	UG	Grad	UG	Grad	Doct.	Prof.	Other	Doct.	Prof.	Other	
Wilburn, S.	126		39			165					
Windsor, M.	72					72					
Yamauchi, R.	27					27					
Yudelson, J.			24			24					
<b>Totals</b>	<b>3046</b>	<b>1179</b>	<b>3100</b>	<b>1060</b>	<b>2284</b>	<b>3317</b>	<b>545</b>	<b>1527</b>	<b>709</b>	<b>3</b>	

Standard C1  
Faculty Credit Hours Production

Total Student Credit Hours in Business Program

FACULTY	Fall 96	Winter 97	Spring 97	Qualification Level (Graduate)		
	Graduate	Graduate	Graduate	Doctoral	Professional	other
<b>Full-time</b>						
Afshar, T.	90	180	126	396		
Dhiman, S.	117	153	105	375		
Kaigler-Walker, K.	39	63		102		
Myers, J.	60	69			129	
Schultz, R.	84			84		
<b>Part-time</b>						
Benson, F.	129			129		
Black, D.			96		96	
Branin, J.	108				108	
Briant, R.	144		90		234	
Chan, A.	60			60		
Choi, I.		27	84	111		
Cross, R.		51			51	
Charnay, J.		39		39		
Fitzgerald, J.	147	96	69		312	
Foster, J.			60		60	
Glieter, J.		51			51	
Grushkin, E.	15				15	
Kaderlan, N.			15	15		
Khan, R.		123	87	210		
Lieberman, W.		141		141		
Liebl, H.		63		63		
Moore, S.		39	60	99		
Orcutt, J.	21	57	63	141		
Overall, J.	63			63		
Sahu, K.			135	135		
Sangeladji, M.	81	99	99	279		
Shah, S.			54		54	
Song, X.		24			24	
Terr, V.	126	54	39	219		
Tripuraneni, R.	111		150	261		
Walker, B.			30		30	
<b>TOTAL</b>	1395	1329	1362	2922	1164	0

Total Credit Hours taught by doctorally qualified faculty (1996-97) = 2922

Total Credit Hours (1996-97) = 4086

Percentage of Credit Hours taught by doctorally qualified faculty (1996-97) = 71.5%

Standard C1

Table 8

**FACULTY COVERAGE SUMMARY  
1997-1998**

<b>During 1997-98 Year:</b>	<b>Fall &amp; Spring</b>	
	<b>Undergrad. Level</b>	<b>Graduate Level</b>
Total Student Credit Hours in Business Program Taught By Faculty Members in the Business Unit	6146	2239
Total Credit Hours Taught by Doctorally and Professionally Qualified Faculty Members	5601	2236
Percent of Total Credit Hours Taught by Doctorally and Professionally Qualified Faculty Members	91.13%	99.87%
Total Credit Hours Taught by Doctorally Qualified Faculty Members	2284	1527
Percent of Total Credit Hours Taught by Doctorally Qualified Faculty Members	37.16%	68.20%